

# AppleGram

**New Macintosh LC  
Configurations**  
page 4



## Apple Introduces System 7

Apple Computer announces that the latest version of Macintosh® System Software, version 7.0, is now shipping to customers. System 7 represents the most dramatic advance in Macintosh personal computing since the launch of the original Macintosh computer in 1984.

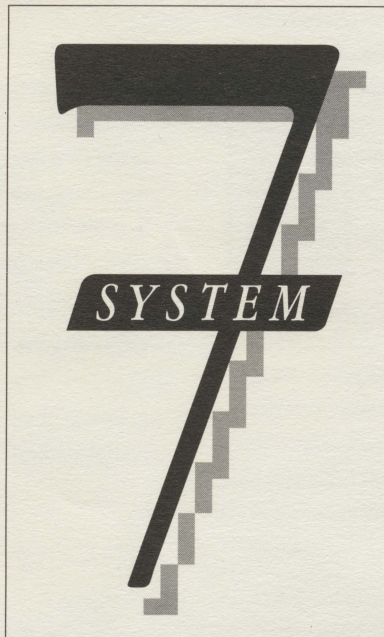
System 7 adds powerful new capabilities to the Macintosh and offers new ease-of-use levels for Macintosh customers. In addition, System 7 delivers state-of-the-art technology to all Macintosh users because it runs on any Macintosh with at least 2 MB of RAM and a hard drive.

Customers will find that System 7 offers them immediate benefits with their current application software. As soon as System 7 is installed on your Macintosh, you can start using new features such as the new Finder™, TrueType™ fonts, Macintosh file sharing, multitasking, and virtual memory. These features work with and actually enhance your current applications. For example, all applications can now display the sharp text at all sizes of TrueType fonts and deliver great looking documents from all printers. System 7 is also compatible with most current application software, so your investments in applications and fonts are maintained.

System 7 paves the way for a new generation of exciting, powerful Macintosh software applications. In fact, third party software developers today are announcing over 100 new and upgraded products that take specific advantage of System 7 capabilities.

### Upgrades

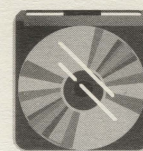
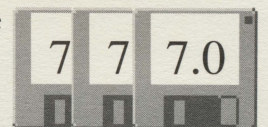
Two upgrade products designed to help you successfully upgrade to System 7 are available.



**The System 7 Personal Upgrade Kit** provides the means for users to transition smoothly to System 7. The Personal Upgrade Kit contains System 7 on 800K disks, a *What's*

*New Guide* and the complete *Macintosh Reference Manual*, updated for System 7. In addition, the Personal Upgrade Kit contains a new tool called *Before You Install* that introduces you to System 7. More importantly, this tool runs a compatibility check of your hard drive and produces a printed application compatibility report of your system. The Personal Upgrade Kit also comes with 90 days of toll-free access to telephone upgrade assistance so users with upgrade questions can talk directly to the System 7 experts at Apple Computer. *Note: For more information see page 3.*

**The System 7 Group Upgrade Kit** is for the user who plans to upgrade an entire group of Macintosh computers. The Group Kit contains everything in the Personal Kit plus the *Network Upgrade Guide*, including Apple-recommended upgrade



strategies and procedures. Also included is *The Group System 7 CD-ROM*, which contains a network-installable version of System 7, along with many other useful tools. The Group Upgrade Kit comes with 180 days of toll-free telephone support.

Product	Order Number	Suggested Retail Price
System 7 Personal Upgrade Kit	M8220LL/A	\$99.00
System 7 Group Upgrade Kit	M8221LL/A	\$349.00
System Software v. 7.0 Manuals (5/pack)	M8223LL/A	\$249.00

*Continued on page 2*

### Inside

- **Increased Memory For Macintosh SE/30** ..... page 2
- **Customer Support and Training For System 7** ..... page 3
- **New Products From Farallon** ..... page 4
- **Logic Board Upgrade Price Reductions** ..... page 4
- **The Macintosh Is A Winner** ..... page 5
- **Macintosh Makes The NetWare Connection** ..... page 6



# Apple Introduces System 7

continued from cover

## How Do You Get It?

Contact your Authorized Apple Reseller.

## Before You Install

Before You Install is an exciting new tool included in the Upgrade Kits that help users prepare for System 7. It has two parts: What's New in System 7 and the Compatibility Checker.

The What's New section introduces users to the new features in System 7 with explanations through short demo clips. Users will now be able to quickly take advantage of all the features System 7 has to offer.

The Compatibility Checker will scan the hard drive and produce a printed compatibility report tailored to the system. Users will know which versions of their applications are compatible with System 7 and which versions have updated versions available. The Compatibility Checker will help you successfully move to System 7.

## System 7 Features

### Finder

Completely revised to give users easier and faster access to all of their information on their Macintosh. It's even in color.

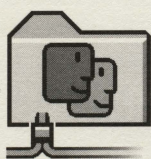


### Balloon Help™

Provides "learn while you work" help — just point at objects on the screen to find out what they are and how they work.

### Outline Fonts

Delivers great looking type at all sizes both on your computer screen and on your printer.



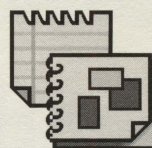
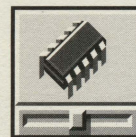
### Macintosh File Sharing

A breakthrough technology that lets you share your files and folders with other users on your AppleTalk network.

Sharing information was never easier.

## Virtual Memory

Now run more applications with the same amount of RAM.



### MultiTasking

You can now work with several programs at once and even continue to work during long operations like printing, recalculating, sorting, or copying.

### Publish & Subscribe

With supporting applications, you can now create "links" between your documents so that your documents always have the most current information. When you change the source document, all other documents are automatically updated.



### Data Access

A new capability that allows supporting applications to easily retrieve data from host computer databases like DB/2 and Oracle.

AG

## 'Not All The Help That Comes With An Apple Computer Comes In The Box'

If you're in need of hardware repair services, technical support, or training for System 7—or for your Apple-based computer systems—you might be interested in the enclosed flyer titled, "Not all the help that comes with an Apple computer comes in the box." This flyer describes Apple Computer's overall customer support strategy and the broad range of options available to all Apple customers. It also includes an offer to request the *Apple Guide To Service, Support, and Training*, which provides much more detail about Apple and 3rd party services, support, and training products.

AG

## Increased Memory For Macintosh SE/30

To provide full support for System 7, the standard memory for the Macintosh SE/30 has been increased to 2 MB of RAM. Even with the increased memory, the suggested retail price of the new SE/30 configuration with 2 MB of RAM and a 40 MB hard drive will remain the same.

The additional RAM enables the SE/30 to take full advantage of all of the features and functionality provided by System 7, including virtual memory, outline fonts, and file sharing. For those users in need of strong performance, a compact design, and full System 7 support, the SE/30 is now an even better choice.

Product	Order Number	Suggested Retail Price
Macintosh SE/30	M5399	\$3,369.00

AG



# Customer Support And Training For System 7

Now that you know the benefits of upgrading to System 7, you can take advantage of the tools and services Apple has developed to ensure that your transition is a smooth one. We've incorporated support right into the Upgrade Kit, by providing you with the following tools:

- A complete set of user documentation.
- Before You Install Compatibility Checker—a HyperCard stack that checks your system for possible software incompatibilities before you upgrade.
- The Installer—upgrade your system with a one-click process.
- *Networking Basics*—self-paced training to teach you the new networking features of System 7
- Balloon Help—new built-in support feature that lets you point to objects on the screen to find out what they are and how they work.
- Toll-free telephone assistance for any questions you have on upgrading to System 7.0.

## System 7 Upgrade Telephone Support Services

Apple recommends that customers who want to upgrade to System 7, purchase one of the Upgrade Kits that provide you with valuable tools, information, and services. Also included in the purchase is toll-free telephone access to the Apple System 7 Upgrade Answerline. This service was set up to provide customers with support for questions that arise when upgrading to System 7.0, and is available Monday through Friday, 6AM to 5PM Pacific Time. Assistance provided by the Upgrade Answerline includes:

- Helping you plan your upgrade, including hardware requirements, compatibility issues, and backup strategies.
- Assisting you with the installation process.
- Troubleshooting issues that arise as a direct result of the upgrade.

In addition, an automated Q&A system is provided with recorded answers to dozens of the most frequently asked questions about installing and using System 7.

These services are also available to users who don't purchase an Upgrade Kit, but does not include the toll-free access. The services are limited to upgrade assistance, and do not support ongoing use of System 7 features, or purchasers of new Macintosh systems. Upgrade assistance for System 7 is limited to the process of upgrading to the new system software and only applies to using your system within your immediate workgroup. It does not cover routers, spoolers, hubs, bridges, or unattended servers that are part of the extended computing environment.

## System 7 Upgrade Telephone Support Services

Upgrade assistance and the automated Q&A system are available in the following ways:

**For  
Purchasers  
of Upgrade  
Kits**

### Personal Upgrade Kit

90 days of toll-free access to both services is included with the purchase of the kit.

### Group Upgrade Kit

180 days of toll-free access to both services is included with the purchase of the kit.

**For All  
Customers**

Telephone assistance at \$2.00/minute (6A.M.-5P.M. Pacific), by calling 1-(900) 535-APPL and access to the automated Q&A system (24 hours), as a toll call at 1-(408) 257-7700.

## System 7 Training

In addition to the *Networking Basics* self-paced training that's included in the Upgrade Kits, Apple has developed a course on using and supporting System 7, and a course on programming with System 7.

### System Software 7 Training

- *Introduction to System 7*—This module covers installing and using System 7, including the desktop, the new organization of the System Folder, working with documents, virtual memory, and file sharing.
- *Supporting System 7*—This module covers advanced System 7 solutions including its basic technology, installation support issues, Inter-Application Communications (IAC), Apple events, Data Access Manager, and working with INITs & CDEVs.

This course is available from Authorized Apple Training Providers. For the name of a provider near you, call 1-(800) 732-3131. System 7 training materials, available on a CD-ROM, can be purchased from Authorized Apple Resellers.

### System 7 Developer Training

- *Programming With System 7*—covers the Inter-Application Communications (IAC) toolkit, File System tools, Apple events, TrueType human interface issues, and virtual memory. This course is for developers who have already created an application and would like to incorporate the new System 7 features.

This course is available from Apple Developer University. For more information or to register, contact Apple Developer University at AppleLink address DEVUNIV or at 1-(408) 974-6215.

## Additional Reseller Support

Authorized Apple Resellers offer the comprehensive set of services for your support needs. In addition to providing you with System 7 Upgrade Kits, your reseller may offer some or all of the following services:

- **Pre-sale consultation and implementation planning.** This includes running an audit of the systems to be upgraded, compiling a list of hardware and software upgrades, and planning the implementation of the upgrade.
- **System 7 Upgrade Kit sales and installation.** This includes selling Upgrade Kits, additional memory, or other hardware upgrades required to take full advantage of System 7, as well as the actual installation.
- **Post-sales training and support.** This includes ongoing, day-to-day System 7 and Macintosh support, such as on-site troubleshooting, training, and phone support. **AG**



# New Configurations For The Macintosh LC

On May 6, Apple Computer announced an extension to the solutions provided by the Macintosh LC with our "Most Affordable Business Macintosh" systems—two new configurations of the LC. The configurations are:

- 2 MB RAM, 40 MB Hard Drive w/512K VRAM
- 4 MB RAM, 80 MB Hard Drive w/512K VRAM

Together with the 13" RGB, monitor stand, and Extended Keyboard, these new Macintosh LC systems deliver a clear answer for affordable business computing, far surpassing competitive 386sx systems and providing complementary solutions to the IIsi.

For more information, contact your Authorized Apple Reseller.

Product	Order Number	Suggested Retail Price
Macintosh LC HD40 (2 MB) w/512K VRAM	B0536LL/A	\$2,499.00
Macintosh LC HD80 (4 MB) w/512K VRAM	M1201LL/A	\$2,999.00

AG

# New Products From Farallon

Apple Computer recently discontinued shipment of AppleShare PC software (Apple part #M0098LL/A) and LocalTalk® PC Card bundle (Apple part #B0040LL/B). These products, renamed PhoneNET Talk and LocalTalk PC Card, are now available from Farallon Computing, Inc. You can purchase Farallon's new products that replace AppleShare PC software and Apple's LocalTalk PC card through your reseller.

By upgrading AppleShare PC software and LocalTalk PC Card to PhoneNET Talk 2.02, users can receive technical support directly from Farallon. To receive upgrade information or register for information on future upgrades, contact the Farallon Upgrade Hotline at 1-(800) 642-2026. The upgrade is available in the U.S. and Canada for \$75.

Farallon recommends that all users of AppleShare PC and LocalTalk PC card register with Farallon by calling Farallon Customer Service. For more information or to receive information about Farallon's future versions of these products, contact Farallon Customer Service at telephone 1-(415) 596-9000, or send an AppleLink memo to FARALLON, or write to:

Farallon Computing, Inc.

2000 Powell Street, Suite 600

Emeryville, CA 94608 USA

1-(415) 596-9000

FAX 1-(415) 596-9023



Product	Farallon Part Number	Suggested Retail Price
PhoneNet Talk Software 2.02	PT100	\$195.00
PhoneNET Card PC • LOCALTALK	PN380	\$295.00
PhoneNET Talk 2.02	PT100	\$75.00

AG

# Logic Board Upgrade Price Reductions

Effective May 13, Apple Computer is making higher performance at a lower cost a reality to current Macintosh owners by aggressively reducing prices on the following Macintosh Logic Board Upgrades.

- Macintosh SE/30 Logic Board Upgrade
- Macintosh Ilci Logic Board Upgrade
- Macintosh Ilfx Logic Board Upgrade

In addition to significant performance improvements, upgraded systems will take advantage of System 7 capabilities.

This repricing for the Macintosh logic boards provides an affordable and smooth transition for customers' who have previously purchased these systems. For more information contact your Apple Authorized Dealer.

Product	Order Number	Old SRP	New SRP
Macintosh SE/30 Logic Board Upgrade *	B0543LL/A	<del>\$1,699.00</del>	\$999.00
Macintosh Ilci Logic Board Upgrade *	M5816LL/A	<del>\$2,399.00</del>	\$1,499.00
Macintosh Ilfx Logic Board Upgrade *	M0375LL/A	<del>\$2,999.00</del>	\$2,599.00

\* No longer includes DRAM. DRAM is required and must be purchased separately.

AG



# The Macintosh Is A Winner At The Creative Services Game

When Parker Brothers wanted to produce a Russian version of its classic board game Monopoly, they turned to the Apple Macintosh personal computer to produce the pieces.

"We found a Russian who was living in Boston, and used a Macintosh with a Russian word processing program," remembers James Engelbrecht, Parker Brothers' art director and Macintosh systems consultant. "We had him do all the translations. Then we printed the text on a Linotronic printer using a PostScript® Cyrillic typeface, and dropped the copy into position on the board, playing cards, and money pieces. We sold about 10,000 copies. I heard that even Gorbachev has one."

Using a Macintosh-based design studio, Parker Brothers' Creative Services group produces all its game graphics and printed materials such as packaging designs, rules, boards, and playing cards. They keep track of their project schedules and budgets on the Macintosh as well.



## The Macintosh Saves Time and Money For The Creative Services Group

Three years ago, the group bought two Macintosh SE personal computers, an Apple LaserWriter printer, a scanner, and a modem to do small, basic projects. They saved \$20,000 in typesetting charges within the first six months, according to the art director, and the group had no trouble justifying the purchase of two additional Macintosh II computers and two Macintosh IIfx computers. Now they do almost all of their work on Macintosh computers.

"The cost saving has been great for us, but we've also found that the Macintosh gives us the time and flexibility to explore more design options," Engelbrecht says. "We're able to see what we're doing on the screen, and say 'Yes, I want that to go there,' or 'Let's try this over here.'"

"I can do a logo design using a graphics program like Adobe Illustrator, and if the typeface doesn't look contemporary enough, I can stretch or skew the type to get the effect I want," he continues. "Traditional manipulations like that were a lot more difficult and a lot more time-consuming."

Engelbrecht says that with the Macintosh, the group can turn around projects much faster.

"We can present our design ideas in the morning, get everyone's feedback, and make all the changes on the Macintosh. Then we can print out the new designs on a color printer, and in four hours we have a brand-new design. Before the Macintosh computers, it would have taken us several days to create a brand new comp, using traditional cutting and pasting, and rub-down lettering techniques."

Twice a year, the Creative Services group produces new sets of game cards for Trivial Pursuit. Each set contains 800 cards. Engelbrecht designed a template for the cards using Letraset's Ready, Set, Go! page-layout program. The template consists of 200 pages of text blocks that are linked together.

After the Parker Brothers writers, who use IBM personal computers, come up with the

questions and answers, Engelbrecht translates the IBM files to Macintosh files over the TOPS network. Then he imports the copy and flows it into the text blocks. From there, the group prints out and proofs the pages on an Apple LaserWriter printer and makes last-minute text changes on the Macintosh before sending the files to the company's Linotronic printer.

"With traditional typesetting, 200 pages of galley type costs a lot of money," Engelbrecht says "But with the Macintosh, we're not just setting type. We're eliminating a lot of steps in the paste-up process, which results in saving about two weeks in turnaround time."

The Macintosh has also provided Engelbrecht and other designers with the flexibility of working away from the office. Using a modem and Infosphere's Liaison networking software, Engelbrecht can access files at the Parker Brothers design studio from his Macintosh at home. He can also finish a design at home, and send the file by modem to the Linotronic printer, where it will be printed and waiting for him when he arrives at work the next day.

"The Macintosh has opened up so many areas of creativity and exploration for us," he says. "Every time I turn around, there's some new release or new announcement. I feel like I've only scratched the surface of what we can do. It's an exciting technology to use, especially for this industry."

AG

---

*"But with the Macintosh, we're not just setting type. We're eliminating a lot of steps in the paste-up process, which results in saving about two weeks in turnaround time."*

---



# Macintosh Makes the NetWare Connection

On February 11, 1991, at NetWorld in Boston, Novell Inc. announced NetWare for Macintosh 3.0, a complete AppleTalk protocol-suite implementation that fully integrates Macintosh desktop systems into the NetWare v.3.11 network computing environments (formerly named NetWare 386 v.3.x).

## NetWare for Macintosh 3.0

NetWare for Macintosh 3.0 provides file and print services to Macintosh clients in a NetWare environment using the AFP and PAP, AppleTalk protocols. This means Macintosh users connect to a NetWare v.3.11 server in the same way as they connect to any other AppleShare® file server—by logging in and selecting volumes through the Chooser. Printing to a PostScript printer connected to the Novell server is also done in the familiar Macintosh way.

NetWare for Macintosh 3.0 provides Network Administrators easy and complete solutions for integrating Macintosh systems into NetWare v.3.11 environments. The implementation of the full AppleTalk® stack as a set of NetWare Loadable Modules (NLMs) provides the architecture necessary for integrating Macintosh with other Novell services, such as NetWare Communications.

## Macintosh Integrates Into Multivendor Networking Environments

NetWare for Macintosh 3.0 is an important milestone for Macintosh users in multivendor networking

environments. Macintosh users can now share resources with DOS, Windows, OS/2 and UNIX® desktops when in an advanced networking environment. NetWare for Macintosh 3.0 also offers enhanced security, fault tolerance, and high performance to all client desktops. Macintosh users in this large network environment will find accessing these remote network resources as easy as accessing their local file servers and printers.

## Macintosh Administration Capabilities

Additional features of NetWare for Macintosh 3.0 include:

- Macintosh client software that allows any Macintosh user on the network to control NetWare capabilities such as setting rights, assigning trustees, managing print queues and sending messages to other networked users
- Macintosh client software that allows designated Macintosh users to perform administrative tasks such as adding or deleting users and groups, assigning passwords, and setting file attributes
- Support for AppleTalk Phase 1 and Phase 2

## AppleTalk Routing

Netware for Macintosh v. 3.0 includes an AppleTalk Router as one of its core technologies. That means that users can share AppleTalk resources on different AppleTalk networks that are connected by the server.

## Netware for Macintosh 3.0 and Apple's Own AppleShare

AppleShare products are the ideal solutions in environments that are primarily Macintosh and where the network services required are primarily file and printer sharing. NetWare for Macintosh uses the same AppleTalk protocols and user interface model as Apple's AppleShare products. Using Apple's model, Novell is able to integrate many of the advantages of AppleShare into a more advanced networking environment where multivendor connectivity, enhanced security, fault tolerance, and high performance are critical user requirements.

For additional Novell product and sales information, you can call Novell at:

1-(800) LANKIND (U.S. only)

1-(800) 379-7670 (outside the U.S.)

Product	Price
NetWare for Macintosh 3.0* (20 user version)	\$895.00
NetWare for Macintosh 3.0* (100 user version)	\$1,995.00
NetWare for AppleTalk Support Package**	\$495.00 per site license

\* Note: Macintosh v.3.0 requires NetWare v.3.11 network operating system.

\*\*Note: Will be available in the second quarter of 1991 through Novell's After Market Products group.

AG

©1991 Apple Computer, Inc.

Apple, the Apple Logo, AppleLink, AppleShare, AppleTalk, HyperCard, LocalTalk, Macintosh, and A/UX, are registered trademarks of Apple Computer, Inc. AppleGram, AppleOrder, Balloon Help, Finder, MacTest, and TrueType are trademarks of Apple Computer, Inc.

Adobe Illustrator and PostScript are registered trademarks of Adobe Systems Incorporated.

AFP, IBM and OS/2 are registered trademarks of International Business Machines Corporation.

LetraSet is a registered trademark and ImageStudio is a trademark of Esselte Pendaflex Corporation.

MacWrite, MacDraw, and FileMaker are registered trademarks of Claris Corporation.

MS-DOS is a registered trademarks of Microsoft Corporation.

UNIX is a registered trademark of UNIX Systems Laboratories.

Apple does not endorse or recommend any third-party products mentioned in this *AppleGram*. All prices are subject to change.

*AppleGram* is produced by Sales Communications in Apple USA using Claris MacWrite II for composing and editing, and Aldus PageMaker 4.0 for page design and layout.

To change a name or address, please tape the old mailing label to a sheet of paper, mark the new/correct information, and forward to your Apple Sales Representative. (Note: We accept changes to the mailing list *only* from authorized Apple personnel, not directly from resellers.) Please allow 60 days for processing.

We welcome your suggestions and comments. Send us an AppleLink memo at C.COMM or write to us at:

Apple Computer, Inc.  
Sales Communications  
20525 Mariani Avenue, M/S 36L  
Cupertino, CA 95014



Printed on recycled paper.